

PRESS RELEASE

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Automobile, Safety Products, Transportation, Retail, NE Business News

Emergency Light Blanket Could Save Lives In The Near Future

OMAHA, NE - June 30, 2004 /Send2Press Newswire/ -- ASAR Group, Incorporated (www.lightblanket.com) of Omaha, announced plans to test market the Emergency Light Blanket (ELB) patent pending. The ELB was inspired by a tragedy that happened on Interstate I-80 west of Omaha, Pepper Aasgaard explained at the Minnesota Inventors Congress (MIC) banquet. "A man was out with his family and had a flat tire one night. He was pulled underneath a truck passing because the driver couldn't see him."

*(Photo: <http://www.send2press.com/photoSP/asargroup01.jpg>)

Aasgaard's response was the Emergency Light Blanket, a large, reflective piece of durable cloth about five-feet wide.

The ELB is imprinted with reflective arrows and high intensity low energy LED lights that run on either a 9-volt battery or the vehicle's electrical system. If a car breaks down, or is involved in an accident, the vehicle driver or emergency attendant can simply fold out the blanket attach it to the vehicle and activate it in less than a minute. The ELB is visible for up to three miles.

Currently the only protection a motorist has is the vehicle's four way flashers that burn up their battery, the notorious unseen triangles used by trucking industry or red flare that burn out quickly. The ELB can run for days on a 12 volt vehicle electrical system. Features include eyelets, for bungee cables and quick magnetic tie downs and folds into a space less than 12 inches square by four inches.

The ELB was debuted at the Minnesota Inventors Congress (MIC) in Redwood Falls Minnesota on June 11-12-13-2004. Pepper Aasgaard was awarded two Gold medals, the Grand Award and the Otto Schmitt Award.

*(Photo: <http://www.send2press.com/photoSP/asargroup02.jpg>)

"The most awards ever presented to an individual inventor in our 48 year history!" said Robert Starr, co-founder.

The ASAR Group, Incorporated of Omaha, NE is planning to test market the Emergency Light Blanket (ELB) according to Charles Mueller, president of ASAR Group, Incorporated, the company plans to establish assembly and distribution centers in Nebraska in the very near future.

More information: <http://www.lightblanket.com/>

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to reach the organization releasing this news, please contact:
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